



## **Adam Internet moves regional South Australia into top gear with \$118 million Broadband Connect Proposal**

One of Australia's oldest and most respected internet service providers has proposed a \$118 million project to bring high-speed broadband services at metropolitan comparable prices to under-serviced regional South Australia and New South Wales.

The proposal by Adam Internet has been made to the Federal Broadband Connect Infrastructure Program, which aims to support a selection of major projects this year with a total of \$660 million.

The project would serve the Fleurieu Peninsula, Adelaide Hills, Mid North of SA, Roxby, and the Barrier Highway in SA and NSW, with 10 gigabit fibre optic connections. All of these regions have been under-serviced with broadband.

Adam Internet Managing Director Scott Hicks said it would put towns like Roxby Downs, Broken Hill and Yankalilla on a par with major metropolitan centres.

"Indeed in many cases our proposed network would provide even better service than is being provided in many suburban areas," Mr Hicks said.

"This project represents an exciting, strategically important and logical step in building the South Australian Internet community. It also represents a logical progression for Adam Internet as we continue to grow our business year on year."

The network will provide much sought-after ADSL2+ broadband to the mining boom towns of northern South Australia, such as Roxby Downs, which will help this industry increase its economic contribution to Australia.

"Healthcare to remote regions can also be improved because this network will enable critical telemedicine services," Mr Hicks said. "The network will also provide the critical backhaul solution required between South Australia and NSW where the majority of international bandwidth leaves Australia."

The network will be built by South Australian companies, providing services to South Australians.

"We acknowledge that Telstra have applied for all available Broadband Connect funding, but why would this funding motivate Telstra to be South Australian centric?" asked Mr Hicks. As a local South Australian ISP, Adam Internet has a vested interest in the local community and the State's success. Our sole priority in applying for this funding is to provide first rate broadband services to South Australian businesses and the community".

This new network will stand alone from the existing Adam Internet network to maximise its availability to other Internet Service Providers and carriers.



“Like our existing service, it will be available to ISP’s and carriers who can build businesses around the broadband internet infrastructure backbone to reach their markets, using the latest technologies such as ADSL2+ and wireless,” Mr Hicks said.

Adam Internet has proposed to construct the “self-healing” fibre optic ring in six stages, with in excess of 99.999% availability to make it suitable for use by emergency services.

The company also proposes to build ADSL2+ DSLAMs in the townships linked by the fibre optic ring as an independent project. Services will be offered to regional residents and businesses at the same prices as metropolitan customers.

The proposed investment is in keeping with the key requirements of the South Australian Government’s response to the Broadband Connect request for EOI by the Information Economy Directorate; Department of Further Education, Employment, Science and Technology (DFEEST) in that it provides:

- Metropolitan equivalent ADSL2+ Broadband to those critical underserved regions of South Australia
- ADSL2+ Broadband to the mining infrastructure in northern South Australia, such as Roxby Downs, which will help this industry increase its economic contribution to Australia
- Critical telemedicine capabilities throughout regional South Australia
- The critical backhaul solution required between South Australia, NSW and Victoria

### **Why Adam Internet?**

Only a company like Adam Internet, which has been consistently profitable since its foundation in 1986 as South Australia’s first ISP, has the economic and technical capability to support this large-scale rollout.

Adam Internet has quietly built its business over two decades and retains its position as one of the most successful ISPs in the State.

Adam Internet’s recent achievements include:

- ✓ Securing a Telecommunication Licence in 2004 (one of only a handful of Internet Service Providers in Australia), paving the way to offer the ‘triple play’ of voice, video, and data.
- ✓ ADSL2+ Next Generation broadband rollout across SA in 2005, a move that has led to an increase in revenues of approximately 60% in the first year.
- ✓ Rapid growth in revenues, profit and employee growth.

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